Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims regarding the present application. In reading this, text added by the amendment is <u>underlined</u>, and canceled text appears in ~~strikethrough~~ or in [[double brackets]].

1   1.   (Currently amended) A method of marketing comprising the steps of:

2   a.   offering a reward to a first party in exchange for a recommendation <u>that results in</u>

3   <u>a purchase</u> of a marketable entity, the recommendation comprising a forwarding

4   of a first e-mail message to a second party, the first e-mail message comprising a

5   personalized referral for the marketable entity and a first set of data, the first set of

6   data comprising a first serial number and a first URL link to a first Web site

7   having an offer to transact an exchange for the marketable entity;

8   b.   correlating the first set of data in the first e-mail message to data within a

9   database, the data within the database comprising data relating to the reward

10   offered to the first party;

11   c.   updating the database with an e-mail address of a second party provided by the

12   first party;

13   d.   forwarding the first e-mail message to the e-mail address of the second party,

14   wherein the marketable entity is selected from a group consisting of goods and

15   services; and

16   e.   providing the reward to the first party if the second party <u>purchases</u> ~~transacts the~~

17   ~~exchange for~~ the marketable entity.

1   2.   (Previously Presented) The method of claim 1 wherein the step of forwarding the first e-

2   mail message is performed by an automatic e-mail forwarding program associated with

3   the database.

1   3.   (Previously Presented) The method according to claim 1 wherein the step of updating the

2   database with an e-mail address of the second party is performed through an e-mail field

3   accessed by the first party through a Web browser.

1   4.   (Previously Presented) The method according to claim 1 further comprising the step of

2   updating the database with an e-mail address of a third party provided by at least one of

3   the first party and the second party.

     5.   (Canceled)

1   6.   (Previously Presented) The method according to claim 1 wherein the first e-mail

2   message is configured to comprise a token in the form of a first icon, and the method

3   further comprises the steps of:

4   a.   submitting the token to a field within the first Web site; and

5   b.   retrieving a new token from the first Web site, the new token defined according to

6   updated data within the database.

1   7.   (Previously Presented) The method according to claim 1 wherein the step of updating the

2   database further comprises the steps of:

3   a.   generating a second serial number; and

4   b.   updating the database to authenticate the second serial number.

1   8.   (Previously Presented) The method according to claim 1 wherein the step of forwarding

2   the first e-mail message to the second party comprises the steps of:

3   a.   forwarding the first e-mail message from the first party to the second party; and

4   b.   forwarding an authenticating e-mail message from the first party to a provider of

5   the first Web site, the authenticating e-mail message comprising a first serial

6   number and the e-mail address of the second party, the authenticating e-mail

7   message thereby enabling the second party to access the first Web site and

8   transact for the marketable entity.

1   9.   (Previously Presented) The method according to claim 8 wherein the step of forwarding

2   the first e-mail message to the second party and the step of forwarding the authenticating

3   e-mail message to the provider are performed as the result of a single mail command

4   initiated by the first party.

1   10.   (Previously Presented) The method according to claim 9 further comprising the step of

2   entering an e-mail address of the provider into a field.

       11.   (Canceled)

1   12.   (Previously Presented) The method according to claim 10 wherein the first serial number

2   comprises the e-mail address of the provider.

1   13.   (Previously Presented) The method according to claim 1 wherein the step of offering a

2   reward to the first party is performed through a medium selected from a group consisting

3   of e-mail, Web site communication, FAX, pager, telephony, postal mail and hand

4   delivery.

14.   (Canceled)

1   15.   (Previously Presented) The method according to claim 1 wherein the first URL link
2   comprises a unique URL address associated with a privilege of Web access intended for a
3   specific party.

1   16.   (Previously Presented) The method according to claim 1 wherein the first URL link is a
2   general URL link to the first Web site, and wherein access to the first Web site is secured
3   by presentation of the first serial number.

1   17.   (Previously Presented) The method according to claim 1 wherein the first URL link is
2   accessible through a token in the form of a first icon visible in the first e-mail message.

1   18.   (Previously Presented) The method according to claim 17 wherein the first e-mail
2   message further comprises a second icon for accessing a second URL link, wherein the
3   first URL link is addressed to access information about the marketable entity and the
4   second URL link is addressed to access information about a rewards referral program.

1   19.   (Previously Presented) The method according to claim 1 further comprising the steps of:
2   a.   accessing the first Web site by the second party according to the first URL link of
3   the first e-mail message;
4   b.   transacting the exchange for the marketable entity by the second party; and
5   c.   crediting the first party with the reward.

1   20.   (Previously Presented) The method according to claim 19 wherein the step of transacting

2   the exchange for the marketable entity is performed online through the first Web site.

1   21.   (Previously Presented) The method according to claim 19 further comprising the steps

2   of:

3   a.   establishing a credit account for the first party within the database; and

4   b.   recording to the credit account the reward credited to the first party.

     22.   (Canceled)

1   23.   (Previously Presented) The method according to claim 19 wherein the step of crediting

2   the first party with the reward further comprises the steps of:

3   a.   waiting a predetermined time; and

4   b.   electronically transferring a monetary reward into a reward target selected from a

5   group consisting of a bank account, checking account, creditor, savings account,

6   IRA, money market fund, and charity.

     24.   (Canceled)

     25.   (Canceled)

     26.   (Canceled)

1   27.   (Previously Presented) The method according to claim 1 further comprising the step of

2   offering a reward to the second party in exchange for a referral for the marketable entity.

1   28.   (Previously Presented) The method according to claim 27 wherein the offer of rewards to
2   the first party and the second party in exchange for recommendations is metered
3   according to an algorithm, wherein the first party is granted a privilege of forwarding a
4   greater number of e-mail messages than the second party, each of the e-mail messages
5   comprising a personalized referral for the marketable entity and a set of data, the set of
6   data comprising a serial number and a URL link to a Web site having an offer to transact
7   the exchange for the marketable entity.

1   29.   (Previously Presented) The method according to claim 27 further comprising a step of
2   forwarding a second e-mail message comprising a referral for the marketable entity from
3   the second party to a third party.

1   30.   (Previously Presented) The method according to claim 29 further comprising the steps of:
2   a.   creating a referral lineage within the database; and
3   b.   storing identifiers of referring parties within the referral lineage, wherein the
4   referring parties provide a personalized recommendation for the marketable entity
5   to other parties.

    31.   (Canceled)

    32.   (Canceled)

    33.   (Canceled)

1   34.   (Previously Presented) The method according to claim 30 further comprising the steps of:

2   a.   accessing the first Web site according to the first URL link of the first e-mail

3   message;

4   b.   transacting the exchange for the marketable entity recommended in the first e-

5   mail message; and

6   c.   rewarding select referring parties according to an algorithm.

1   35.   (Previously Presented) The method according to claim 30 further comprising the steps of:

2   a.   analyzing data within the database; and

3   b.   modifying a referral rewards program.

1   36.   (Previously Presented) The method according to claim 35 further comprising the step of

2   storing data relating to the reward and transaction for the marketable entity in the

3   database.

     37.   (Canceled)

     38.   (Canceled)

     39.   (Canceled)

1   40.   (Previously Presented) The method according to claim 1 further comprising the step of

2   securing the database, such that the database is accessible to authorized personnel only.

1   41.   (Previously Presented) The method according to claim 1 further comprising the steps of:

2   a.   issuing a unique access code to a vendor whose marketable entity is represented

3   within the database; and

4   b.   granting the vendor limited access to the database.

42.   (Canceled)

1   43.   (Previously Presented) The method according to claim 30 further comprising the steps of:

2   a.   attempting to access the first Web site by an entreating party; and

3   b.   evaluating an access privilege of the entreating party to access the first Web site.

1   44.   (Previously Presented) The method according to claim 43 further comprising the steps

2   of:

3   a.   determining that the entreating party lacks the access privilege for access to the

4   first Web site; and

5   b.   denying the entreating party access to the first Web site.

1   45.   (Previously Presented) The method according to claim 42 wherein the step of evaluating

2   an access privilege comprises the step of examining data selected from a group consisting

3   of the referral lineage within the database and an identifier of the entreating party.

1   46.   (Previously Presented) A method of marketing comprising the steps of:

2   a.   transacting a purchase for a first marketable entity by a first party;

3   b.   offering a reward to the first party in exchange for a recommendation of a second

4   marketable entity substantially similar to the first marketable entity to a second

5   party wherein the recommendation results in a purchase transaction; and

6   c.   forwarding an e-mail to a second party, the e-mail comprising the

7   recommendation for the second marketable entity by the first party, an e-mail

8   address of the first party, and a URL link to a Web site having an offer to transact

9   a purchase for the second marketable entity, wherein the first marketable entity

10   and the second marketable entity are selected from a group consisting of goods

11   and services.

1 47. (Previously Presented) The method according to claim 46 wherein the recommendation

2   comprises a discount for the second marketable entity.

1 48. (Previously Presented) The method according to claim 46 further comprising the steps

2   of:

3   a.   accessing the Web site by the second party;

4   b.   transacting the purchase for the second marketable entity by the second party; and

5   c.   issuing the reward to the first party.

1 49. (Previously Presented) The method according to claim 46 further comprising the steps

2   of:

3   a.   accessing the Web site by the second party;

4   b.   offering a reward to the second party in exchange for a recommendation for the

5   second marketable entity to a third party wherein the recommendation results in a

6   purchase transaction; and

7   c.   issuing the reward to select parties according to an algorithm.

1 50. (Previously Presented) A system for marketing comprising:

2   a.   means for accessing a database configured for storing data;

3   b.   a computer operatively coupled to the database, the computer configured to

4   provide access to the Web;

5   c.   means for offering a reward to a first party in exchange for a recommendation of a

6   marketable entity, the recommendation comprising a forwarding of a first e-mail

7   message to a second party, the first e-mail message comprising a personalized

8   referral for the marketable entity and a first set of data, the first set of data

9   comprising a first serial number and a first URL link to a first Web site having an

10   offer to transact an exchange for the marketable entity;

11   d.   means for correlating the first set of data in the first e-mail message to data within

12   the database, the data within the database comprising data relating to the reward

13   offered to the first party;

14   e.   means for updating the database with an e-mail address of the second party

15   provided by the first party; and

16   f.   means for forwarding the first e-mail message to the e-mail address of the second

17   party, wherein the marketable entity is selected from a group consisting of goods

18   and services.

1   51. (Previously Presented) The system of claim 50, wherein the system further comprises:

2   g.   means for accessing the first Web site by the second party according to the first

3   URL link of the first e-mail message;

4   h.   means for transacting the exchange for the marketable entity by the second party;

5   and

6   i.   means for crediting the first party with the reward for the recommendation.